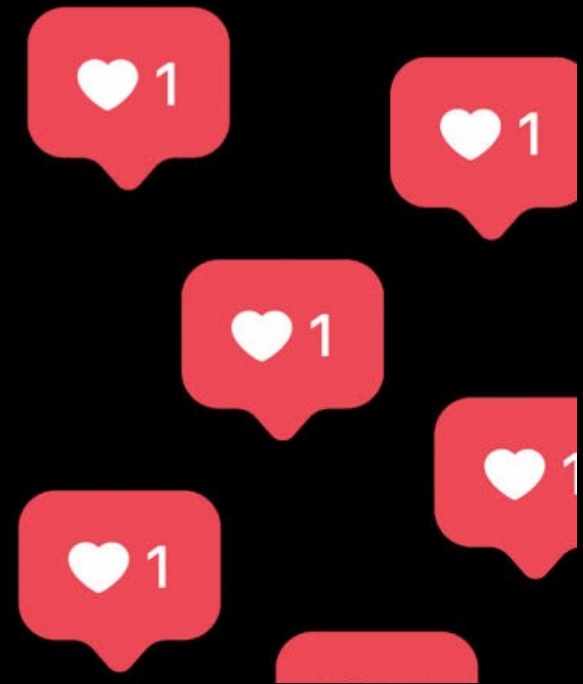


INSTAGRAM GROWTH HACK AND MONETIZATION

B 
THE BUSINESS



IG | @THE__BUSINESS



FIRSTLY, I WOULD LIKE TO INTRODUCE MYSELF AS *JAGAN MOHAN*, AN ENGINEERING STUDENT. I AM PRETTY MUCH PASSIONATE ABOUT STOCK MARKETING AND IG BUSINESS AND HAVE MANY IDEAS REGARDING STARTUP PLANS.

MY BURNING DESIRE IN CREATING THIS PAGE IS EXPRESSING MY VIEWS AND SHARING MY IDEAS. IG BUSINESS IS A HUGE OPPORTUNITY THESE DAYS. MANY PEOPLE MIGHT NOT HAVE AN IDEA REGARDING THIS. SO, I WOULD LIKE TO PUT FORWARD MY BASIC RESEARCH AND HARD WORK THROUGH THIS PDF. PERSIST IN THE PROCESS.

INSTAGRAM BUSINESS OPPORTUNITY

IF YOU DON'T HAVE A BUSINESS , THEN DON'T WORRY INSTAGRAM IS FOR YOU . YOU CAN BUILD A FOLLOWING ON IT AND CAN SELL ANY



THING WHATEVER YOU WANT TO SELL , LIKE THE DIGITAL OR PHYSICAL PRODUCTS . BRAND'S ARE ARE USING INSTAGRAM TO RELATE WITH THEIR

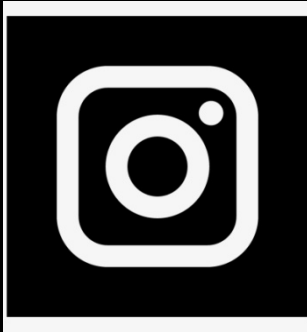
CUSTOMER'S SO MANY PEOPLE OF WORLD ARE EARNING MILLION'S AND THOUSANDS OF DOLLARS USING INSTAGRAM . SO WHAT ARE YOU WAITING FOR YOU JUST NEED CREATE AN ACCOUNT AND BUILD A FOLLOWING ON IT AND BE LOYAL WITH YOUR IG. IF YOU WANT TO MAKE MONEY WITH THE INSTAGRAM YOU NEED TO MAKE PEOPLE TRUST ON YOU .

TAKE IT SERIOUSLY LIKE A BUSINESS

THEN IT PAY'S YOU LIKE A BUSINESS



BENEFITS OF USING INSTAGRAM



1) 1 BILLION ACTIVE USERS

2) FASTEST GROWING SOCIAL MEDIA

3) BUILDING AN AUDIENCE IS THE KEY TO MAKE MONEY MONEY

4) EASY TO USE NO EXPERIENCE REQUIRED

5) YOU CAN START WITH \$0.00

6) 72% HAVE BOUGHT PRODUCTS INFLUENCED BY
INSTAGRAM

7) 80% OF USERS ON IG FOLLOW A BUSINESS
ACCOUNT

8) OVER 20 MILLION USERS VISIT BUSINESS
ACCOUNTS EVERYDAY

9) 65% BEST PERFORMING POSTS CONTAINS
PRODUCTS

10) ADVERTISING ARE VERY CHEAP

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ESSENTIAL FACTORS THAT DETERMINE INSTAGRAM FEED

INTREST:

THE MORE IG THINK YOU'LL LIKE A POST , THE HIGHER IT'LL APPEAR
ON YOUR FEED . THIS IS BASED ON PAST BEHAVIOUR ON SIMILAR
CONTENT AND

POTENTIALLY MACHINE VISION ANALYSING THE ACTUAL CONTENT
IN THE POST (**ACCORDING TO IG**) IT'S SIMILAR TO

EXPLORE PAGE , WHERE IN AS SOON AS
YOU LIKE ONE PHOTO YOUR ENTIRE
EXPLORE PAGE WILL BE FULL OF THAT.



TIMELINESS :

HOW LONG AGO WAS THE CONTENT POSTED? THE IG ALGORITHM PRIORITIES RECENT POSTS SO YOU'RE LESS LIKELY TO SEE POSTS FROM A WEEK AGO .

ALTHOUGH THE ALGORITHM CARES LARGELY FOR THE CONTENT ENGAGEMENT , THEY'RE STARTING TO ANALYSE YOUR BEST POSTING TIMES AND TAKING INTO THIS ACCOUNT . HENCE IG BUSINESS ACCOUNT IS RECOMMENDED SO YOU CAN EASILY TRACK ANALYSIS OF SUCH.



ENGAGEMENT :

ESSENTIALLY IF YOUR CONTENT BLOWS UP AND HAS A HIGH RATE OF ENGAGEMENT ,THESE POSTS ARE MORE LIKELY TO BE SEE TO THE EXPLORE THE PAGE .THIS IS AS THE ALGORITHM RECOGNISES THE POST IS INTRIGUING



AND MEETS THE NEEDS OF THE AUDIENCE / NICHE YOU'RE AIMING TO SATISFY OR THAT IT PROVIDES A CHANCE FOR SHARING OF IDEAS/KNOWLEDGE . CONCLUSIVELY THEY ALLOW TO REACH MORE PEOPLE

FACTORS TO INFLUENCE

FACTORS IMPORTANT TO INFLUENCE PEOPLE BY YOUR ACCOUNT

- 1) FREQUENCY
- 2) FOLLOWING
- 3) USAGE

APP?



FREQUENCY:

HOW OFTEN DO YOU OPEN THE IG

IF YOU'RE A FREQUENT SCROLL YOUR
FEED WILL APPEAR MORE
CHRONOLOGICAL,
SINCE IG SHOW YOU THE BEST POSTS
SINCE YOUR LAST VISIT .

FOLLOWING :



IF YOU CHECK THE IG APP LESS OFTEN , THEN YOUR FEED WILL BE SORTED MORE TO WHAT IG THINKS YOU'LL LIKE , INSTEAD OF CHRONOLOGICALLY .

USAGE :



IF YOU SPEND A LOT OF TIME ON IG, YOU'RE GOING TO SEE MORE POSTS AS INSTAGRAM REACHES DEEPER INTO IT'S CATALOG . WHEREAS IF YOU ONLY SPEND A FEW MINUTES ON THE APP EVERY DAY THEN YOU'RE JUST GOING TO SEE THE TOP HIGHLIGHTS FROM ALGORITHM.

SETTING UP YOUR ACCOUNT

1) CHOOSING YOUR PAGE NICHE



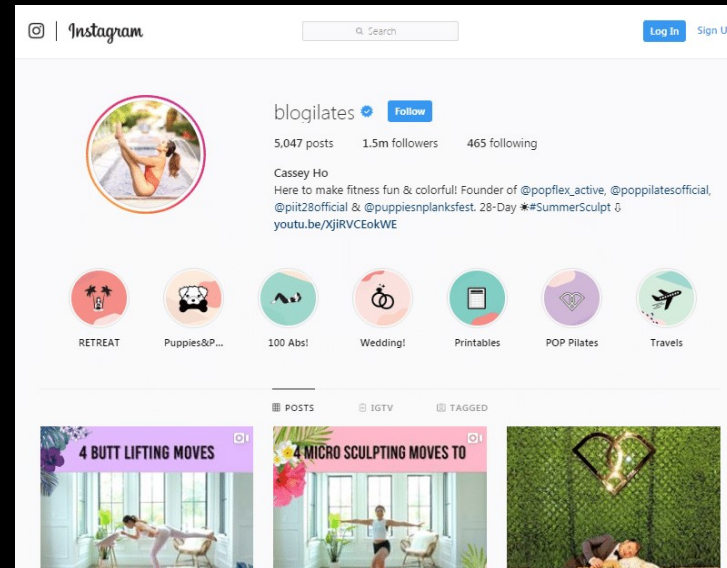
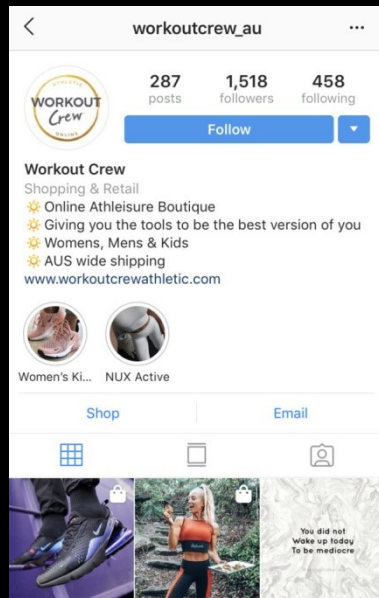
IF YOU ARE LOOKING TO START YOUR INSTAGRAM JOURNEY THEN FIRST YOU NEED TO SELECT YOUR PAGE NICHE IT MEANS OF INDUSTRY IN WHICH YOUR PAGE AND CONTENTS RELATES & EXISTS .

15 PROFITABLE NICHEs



- 1) FITNESS & HEALTH
- 2) CARS & AUTOMOBILES
- 3) WATCHES
- 4) BUSINESS & MOTIVATION
- 5) BEAUTY
- 6) FASHION & TRENDS
- 7) PERSONAL BRAND
- 8) TRAVEL
- 9) MARKETING
- 10) INSTAGRAM HACKS
- 11) DIGITAL MARKETING
- 12) TRADING
- 13) INVESTMENTS
- 14) SPORTS
- 15) E-COMMERCE

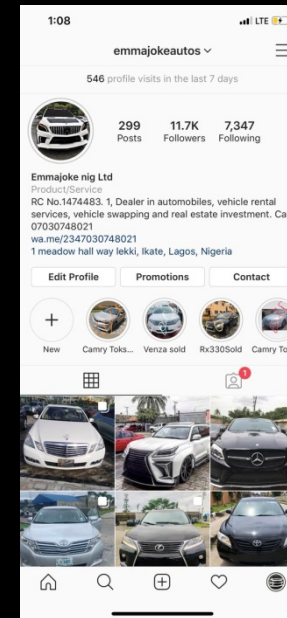
FITNESS & HEALTH :



IN THIS NICHE YOU CAN TELL PEOPLE ABOUT FITNESS AND HEALTH STUFF, LIKE HOW TO LIVE A HEALTHY LIFE & HOW TO MONETIZE YOURSELF.

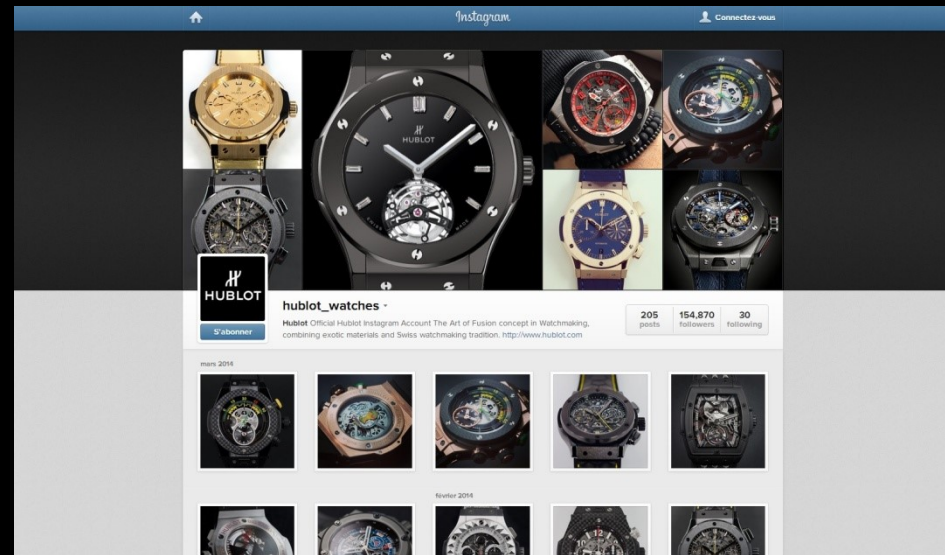
MONETIZATION : YOU CAN BUILD A WEEKLY AND MONTHLY TRAINING COURSE, ON THE OTHER HAND YOU CAN SELL THEM YOUR FITNESS AND HEALTHY PRODUCTS

CARS & AUTOMOBILES :



- IN THIS NICHE YOU CAN SHARE THE INFORMATION AND PICTURES OF AMAZING VINTAGE CARS, BIKES, ETC AND YOU CAN SHARE ALL THE STUFFS RELATES WITH AUTOMOBILE INDUSTRY .
- **MONETIZATION :YOU CAN SELL CARS, BIKES AND OTHER VEHICLES PARTS , TOOLS AND USEFULL GADGETS & CAN START EARNING**

WATCHES :



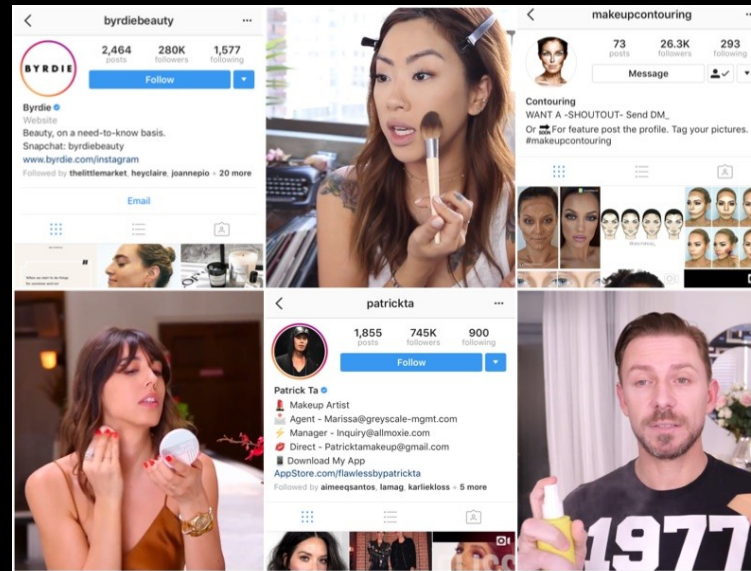
- IN THIS NICHE YOU CAN SHARE ALL THE STUFF, AND PICTURES RELATED WATCHES & YOU CAN ALSO JUST CREATE A PAGE OF A SINGLE BRAND FOR EXAMPLE ROLEX, RADO.
- **MONETIZATION: YOU CAN SELL THE WATCHES HERE ON YOUR PAGE AND CAN COLLAB WITH WATCH BRANDS**

BUSINESS & MOTIVATION



- IN THIS NICHE YOU CAN SHARE ALL THE STUFF RELATED WITH BUSINESS TIPS, HACKS, TRICKS AND MOTIVATIONAL QUOTES, AND ALSO YOU SHARE THE INFO ABOUT BRANDS OR COMPANIES
- **MONETIZATION:** YOU CAN START COACHING CALLS AND ONLINE COURSES IN WHICH YOU CAN PROVIDE ALL THE SOLUTIONS OF BUSINESS

BEAUTY



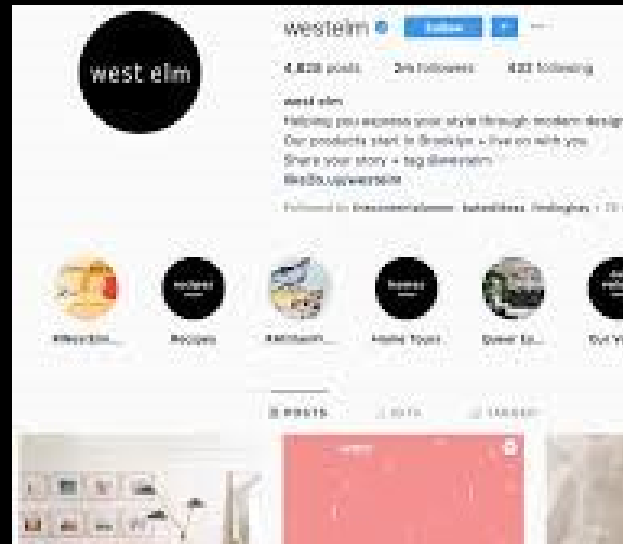
- IN THIS NICHE YOU CAN SHARE YOUR BEAUTY & MAKEUP TIPS AND ALSO CAN SHARE THE REVIEW AND REFER THE RIGHT PRODUCTS TO YOUR AUDIENCE
- **MONETIZATION: YOU CAN SELL BEAUTY PRODUCTS AND START AN ONLINE MAKEUP TUTORIAL COURSE**

FASHION & TRENDS :



- IN THIS NICHE YOU CAN SHARE THE FASHION AND TRENDING CLOTHES PICTURES AND WEARING STYLES , TIPS, YOU CAN SHARE ALL THE HACKS STUFFS RELATED WITH FASHION AND TRENDS.
- **MONETIZATION :** YOU CAN CREATE YOUR OWN MERCHANDISE AND PURCHASE OTHERS BRANDING CLOTHING TO SELL ON YOUR PAGE

PERSONAL BRANDS :



IN THIS NICHE YOU CAN SHARE YOUR OWN STUFFS & CREATE YOUR CONTENTS & INFLUENCE PEOPLE WITH YOUR PERSONAL ACCOUNT .

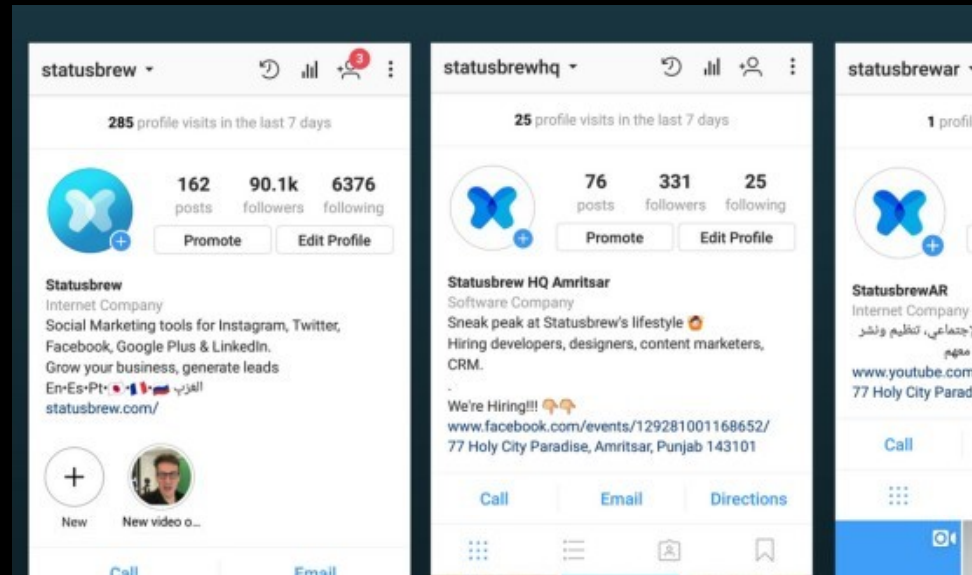
MONETIZATION : YOU CAN COLLAB WITH BRANDS & ALSO SELL THEIR PRODUCTS IN YOUR PAGE CAN BE A BRAND AMBESSDOR OF A BRAND IF YOU BECOME A POPULAR

TRAVEL :



- IN THIS NICHE YOU CAN SHARE TRAVEL PICTURES AND TRAVEL LIFE HACKS .YOU CAN SHARE ALL TRAVEL RELATED STUFFS LIKE TRAVEL GUIDE ,TIPS, OFFERS
- **MONETIZATION :YOU CAN COLLAB WITH TRAVEL COMPANIES HOTELS AND SELL THEIR PACKAGES IN YOUR PAGE .AND ALSO YOU CAN GET AN OFFER TO TRAVEL FOR FREE BY THE TRAVEL COMPANIES**

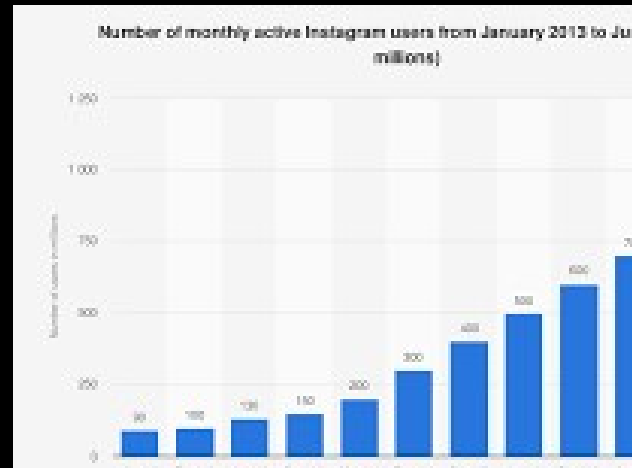
MARKETING :



IN THIS NICHE YOU CAN SHARE THE CRAZY MARKETING STUFFS & SOME AMAZING MARKETING TIPS, TRICKS TO MARKET THE BUSINESSES

MONETIZATION: YOU CAN PROVIDE MARKETING GUIDES AND MARKETING SERVICES TO BUSINESSES

INSTAGRAM HACKS :



- IN THIS NICHE YOU CAN SHARE THE INSTAGRAM GROWTH & MONETIZATION TIPS, TRICKS, AND GUIDES INSTAGRAM PAGES
- MONETIZATION: YOU CAN SELL EBOOKS, COACHING CALLS, HASHTAGS RESEARCH AND OTHER SERVICES

DIGITAL MARKETING :



IN THIS NICHE YOU CAN SHARE THE CONTENTS AND STUFFS RELATED WITH DIGITAL MARKETING IT MEANS SOCIAL MEDIA SERVICES & GUIDES TO BUSINESSES AND CAN PROVIDE ONLINE MARKETING SERVICES TO THEIR BUSINESSES

MONETIZATION : YOU CAN PROVIDE PROMOTION AND PAGE MANAGEMENT SERVICES TO OTHER BUSINESSES

TRADING :



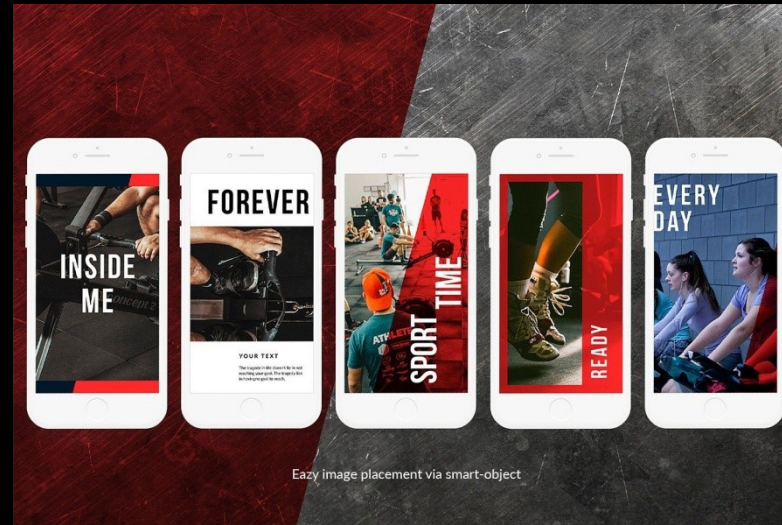
- IN THIS NICHE YOU CAN SHARE YOUR TRADING GUIDES ,TIPS AND TRICKS TO ALL OTHERS TRADERS
- MONETIZATION :YOU CAN CREATE COURSES, EBOOKS TO REVEAL YOUR SECRET STRATEGIES AND GET PAID THROUGH IT

INVESTMENT :



- IN THIS NICHE YOU CAN SHARE THE CONTENTS AND STUFFS RELATED WITH MAKING AN GOOD INVESTMENTS , BUYING STOCKS AND TIPS AND GUIDES TO MAKE AN INVESTMENT
- **MONETIZATION :** YOU CAN COLLAB WITH STOCK MUTUAL FUNDS SELLING APPS AND COMPANIES AND GET PAID TO PROMOTE THEIR APPS AND COMPANIES

SPORTS :



- IN THIS NICHE YOU CAN SHARE ALL THE SPORTS STUFF AND YOU CAN CREATE A FAN PAGE OF ANY SPORTS TEAM AND ANY SPORTS CELEBRITY
- **MONETIZATION : YOU CAN COLLAB WITH TEAMS AND ALSO WITH BRANDS THAT SELL SPORTS MATCH TICKETS TO SELL THEIR TICKETS AND GET PAID**

E-COMMERCE :

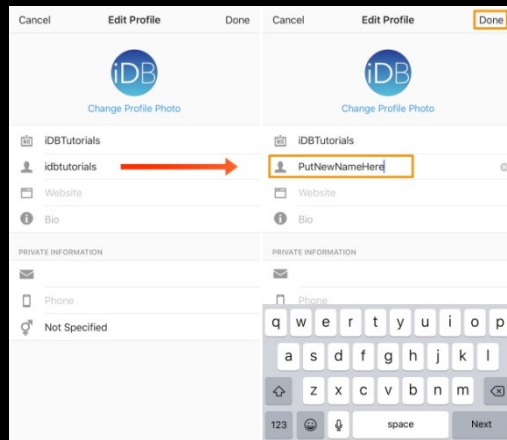


- IN THIS NICHE YOU CAN SHARE YOUR E-COMMERCE STORE GUIDES TIPS AND TRICKS AND ALSO YOU CAN CREATE YOUR OWN E-COMMERCE STORE PAGES
- **MONETIZATION : YOU CAN CREATE COURSES ON TIPS AND TRICKS ON INCREASING SALES , AND BUILDING A ECOMMERCE STORE**

INSTAGRAM :

- CHOOSE YOUR NICHE ACCORDING TO YOUR INTEREST.YOUR PASSION YOUR WORK INDUSTRY CHOOSE IT WISELY BECAUSE YOU HAVE TO WORK LONG TERM ON IT
- INSTAGRAM CHANGES MANY PEOPLE'S LIFE AND IT CAN CHANGE YOURS ALSO THE KEY IS TO GROW FOLLOWERS THEN THERE IS A LOT OF WAYS TO MONETIZE YOUR ACCOUNT.

CHOOSING A USERNAME :



■

- 1) EASY TO REMEMBER
- 2) RELEVANT TO YOUR ACCOUNT
- 3) KEEP IT CLEAN
- 4) ICONIC & UNIQUE
- 5) DO NOT SPELL IT WRONG

SETTING UP YOUR BIO:

■ KEY POINTS AND TIPS :



1) DESCRIBE WHO YOU ARE ?

2) DESCRIBE WHAT YOUR ACCOUNT IS ABOUT

3) GIVE THEM REASON TO FOLLOW YOU

4) YOUR SKILLS

5) YOUR WEBSITE LINK

FOLLOW AVR FORMULA FOR CREATING CONTENTS

- 1) **ATTENTION** : YOUR CONTENT NEEDS TO BE GRAB THE ATTENTION OF YOUR FOLLOWERS & AUDIENCE
- 2) **VALUE** : YOUR POST NEEDS TO BE DELIEVER HIGHER VALUE & QUALITY
- 3) **RELATABILITY**: YOU NEED TO RELATE WITH YOUR AUDIENCE TO BUILD RELATIONSHIP AND TRUST.